

"The Ottawa Spotlight"

By Spectator
A Weekly Review of National Affairs

Ottawa June 16th.—The new financing Act now before the parliament at Ottawa aims to promote a building programme of 100 million dollars during a three year period. Of this amount about 50 million will be paid out in wages which will aid the unemployment situation very materially. The government during the three years will advance with leading companies 50 million dollars to aid in the construction of low cost housing and 20 million for low rental house construction.

LOW RENTAL HOUSING
The Dominion will lend to municipalities providing the other ten per cent per annum on these loans to the municipalities. If the municipalities secure the cooperation of corporations (who limit their dividends to five per cent) the Dominion will charge only 1.5-4 per cent on their loans, but the corporations will have to subscribe 20 per cent of the cost of the project. If a municipality carries out the project through its own government, where the municipality is working through a limited dividend corporation no such guarantee will be required, but the municipality must make provision for the payment of the interest on the Dominion loan. The low rental buildings must be for the families of small incomes, and the "rental charged must not be more than one fifth of the total income of such a family". A low rental house will be rented to a family whose income is five times as much as the economical of the house. There are various other provisions in relation to the low rental housing but these are briefly some of the main features. The interest rate charges cover amounting as well. The payment of interest over a 34 year period will repay the loan.

Low Cost Houses Owned by Individuals

There has been a housing act in operation since 1935 and under it loans have been made totalling 17 million dollars. The present bill aims at removing certain deficiencies which have become apparent in the 1935 measure. Under the present bill loans up to 80 per cent will be made on houses costing over \$2,500 and up to 90 per cent on houses costing less than \$2,500. Of these loans the Dominion will lend 25 per cent and private lending companies 75 per cent. As in the 1935 act the rate on these loans will be 6 per cent. The Dominion for guarantee private lending companies against losses on their pooled loans of 90 per cent up to 25 per cent and on the pooled loans of 25 per cent up to 20 per cent. The Dominion will also make certain allowances to companies on loans made in remote districts. In the case of houses costing less than \$1,000, the Dominion will pay all the first year municipal and school taxes (local improvement taxes not being included), for the second year it will pay 50 per cent of these taxes and for the third 25 per cent. These tax payments it is estimated may amount to about 5 million dollars.

This 100 million dollar national housing scheme was called by the minister of finance who is its sponsor, a "challenge" to the building industry. If the aim of this measure is achieved, it may well prove one of the most important pieces of legislation passed in the present session; it may indeed be a landmark in the struggle against unemployment and for economic rehabilitation. But to gain its end it needs more than the approval of parliament. As the minister stated in the house it needs the wholehearted cooperation of provinces and municipalities, of the building industry, and of institutions to whom the people have entrusted their savings. It needs also the cooperation of the people of Canada.

With this housing scheme coupled with the 30 million dollar loan plan for self liquidating projects in municipalities and the various projects covered in supplementary estimates, the unemployment relief measures of the present session are probably pretty well rounded out. The unemployment insurance measure cannot be put through this session, as some provinces still hesitate about giving the Dominion the constitutional power to pass the legislation. This form of social legislation, which has been in force in Britain for a generation, will have to remain a dead letter until the provinces agree to the needed constitutional amendment. The principles of

which the present session's unemployment relief programme are based are consistently shown in the various measures which have been presented to parliament. Through grants through the extension of the Dominion's credit facilities, it is aimed to give encouragement to projects on which there is a likelihood of permanent returns in the form of employment. Inflationary measures and economic experiments of the kind attempted with some indifferent success in the United States are avoided. In formulating the policy a wary eye has been kept on the carrying power of that heavily laden beast of burden the federal treasury. The extent to which the various measures meet with success will largely depend on the sympathetic support and encouragement of the various members of the federal family.

A FARMER'S MUSINGS

(By Tim Longbottom)
—Topsy Turvy—

The heroism of a Chinese fisherman was marked by a disregard for the money which many people worship. After rescuing a party of Europeans from shark infested waters, he waived aside the large sum of money he was offered, and resumed his task of removing the fish from the bills of the stranded birds. Surely this courageous man must have inherited the spirit of the great oriental philosopher who said: "Silver and jade are all rewards for noble deeds."

A much married film star who has been living with his present wife for a few months was lately extolled for his virtues. It appears that this lad, once very fond of treading the Primrose path, never leaves his home except on studio business. This press agent palaver may be quite correct, but it is also possible that the guy has been at last met a lady who is capable of making him toe the mark. The English chap who was arrested for flicking a \$15 electric fan into the Californian who swiped a piece of costly lingerie. Both had been associating with John Barleycorn, and the son of good old Johnnie Bull required a cup of the national beverage to restore his pep. Uncle Samuel's law needed something nice and cool to wipe his nose on.

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Local News Items

The Sunday School Tea held in the King Edward Sample Room last Saturday afternoon about 817 to the treasury. Mrs. N. White was general convener assisted by Mrs. Teare and Mrs. Nelson, with several of the girls efficiently serving. It proved a very worth while effort.

Mr. A. McIntyre of Champlain spent the week end with Mr. and Mrs. D. A. Perry.

Mrs. Gladys Morgan invited a few friends to Tea Wednesday last with Mrs. Fred Saunders as honor guest.

Mr. R. S. Stockton is the guest of Mr. and Mrs. A. Griffin during a visit to Strathmore.

D. N. Gardiner, Secretary-Treasurer of the M. D. B. League was re-elected President of the Municipal Secretary-Treasurers at their annual convention held in Edmonton June 15th.

Mr. and Mrs. H. H. McIntyre at Theatre party with bridge following Friday last, when all enjoyed a very happy.

Mrs. Ray Melvin is a guest of her aunt Mrs. D. A. Perry during the week.

The Women's Institute Constitution Convention was held in London on Tuesday, a number of ladies going from Strathmore.

Mrs. Griffin entertained at Tea Tuesday for several visitors in town.

Mrs. Harold Scheer entertained at a family dinner party Sunday evening, other guests being Mrs. Julian and Billy.

In pursuance of the Social Studies Grade IX pupils of Strathmore school were shown over the Glenora House and Union Milk Company's building in Calgary Saturday last. Principal Crowther accompanied the students.

Farmers interested in the Prairie Rehabilitation Scheme as outlined in a recent copy of the Standard are once again requested to leave their names with the Secretary-Treasurer of the Municipality.

Mr. and Mrs. Eric Phillips and children are on a motor trip to Seattle Vancouver and other points.

Mr. and Mrs. Bouscavin have moved into Mrs. Crowley's house.

WEDDING ANNIVERSARY CELEBRATED

Mr. and Mrs. M. S. Hirtle and Mrs. A. V. McFarland were joint hosts last night when they invited a number of the friends of Mr. and Mrs. E. Wright to spend a pleasant evening together, and to express their good wishes on this occasion, it being the twenty-ninth anniversary of the marriage of the honor guests.

A Theatre Party first in which the picture Alcatraz Island showed some of the methods prevailing in penal institutions.

Following the picture the party gathered at the home of Mr. and Mrs. McFarland where several games of bridge were enjoyed, resulting in the following prize winners. High scores, Mrs. Van Tighem and Mr. Sorensen, Consonation, Mrs. T. L. Chamberlain, and Mr. L. Campbell.

After all had partaken of choice refreshments Mr. Chamberlain in very appreciative terms spoke of the warm regard in which Mr. and Mrs. Wright are held and of their helpful and good citizenship throughout the years. On behalf of the friends present he asked their acceptance of a silver hot water pitcher.

Mr. and Mrs. Wright both expressed their warm thanks for the kind thoughts and lovely gift. Mr. Wright in replying reminded a little in which he said those who were here when he and Mrs. Wright established their home 29 years ago and present this evening, were Mr. and Mrs. Chamberlain, Mr. and Mrs. Sorensen and Mr. Hirtle.

And Lang Syn was being and another happy evening passed into memory's storehouse.

A FOURTH CENTURY

Next Sunday, June 19th, has been set aside to commemorate the four hundredth anniversary of the printing of the English Bible in the churches. The quaint proclamation of Henry VIII reads: "Ye shall provide one Book of the whole Bible of the largest volume in English and the same set up in some convenient place within your

TOWN MEETING RE BANK CLOSING WELL ATTENDED

A large and representative gathering assembled in the Strathmore Town Hall Friday evening last to discuss matters pertaining to rumors that excessive taxation, levied by the Provincial Legislature might necessitate the closing of bank branches in several of the smaller centres.

The opinion was unanimous that closing the Bank in Strathmore would not only add greatly to inconvenience in transacting business but would be the cause of the loss of very much business to our town, which detrimental effect would be felt indirectly by every individual, and not only those dealing directly through the bank.

T. E. Wright was elected chairman and T. M. Wears secretary.

After a general discussion, a motion by T. S. Hughes, seconded by E. N. Hirtle that we circulate a petition to be signed by citizens was unanimously carried.

On motion of L. C. Van Tighem and T. E. H. Patterson it was agreed to send a copy of this petition.

On motion of L. M. McCune, M. L. A., to the Alberta Legislature, to the Federal Government and to the local bank.

The committee of five to draft the petition comprised Messrs. T. E. Wright, T. S. Hughes, T. M. Wears, A. D. Shumpton and G. L. Quinn.

To THE HON. WILLIAM ARTHUR HART, PREMIER OF THE PROVINCE OF ALBERTA.

church where your parishioners may resort to the same and read.

The following are a few quotations on the significance of the Bible and the event.

"This Book is the most valuable thing that this world affords; Coronation Ceremony."

"The most majestic thing in our literature and, by all odds, the most spiritually living thing we have."

It is in everything we see, hear, feel because it is in our blood."

Sir Arthur Quiller-Couch.

"Even for those who read the Greek Testament freely enough, the Authorized Version is, in a way, more essentially the Word of God than the text; it is closer to our hearts."

The language of our English Bible is for us, instinct with more beauty than

(Continued on Page Four)

A PETITION OF THE RESIDENTS OF STRATHMORE AND DISTRICT WHEREAS it has been brought to our attention that in consequence of certain enactments of the recent session of the Provincial Legislature, as well as substantial increases in direct taxation on banks, which we believe will have the effect of making it prohibitive for banks in small communities to operate, and that many such branch banks, including the branch of the Royal Bank of Canada at Strathmore, contemplate closing down unless Provincial taxes are made less burdensome;

AND WHEREAS we believe the bank at Strathmore to be an absolute necessity for the business life of our town and farming community, and we deplore the effect of a situation which would arise from the closing of the bank, and which in our opinion would cause re-creation of business in the larger cities and towns to the detriment of the smaller towns; THEREFORE we pray that such legislation as will have the effect as we believe of putting branch banks in small communities out of business, be withdrawn.

Copy of the above petition may be signed at the following places in Strathmore: King Edward Hotel; Strathmore Hotel; Hughes Motors; White Garage; Strathmore Trading Company Store; Western Department Store; Strathmore Hardware; The E. Wright Store; and at the following stores: Arden's, Mrs. H. Sharnam; Nightingale, A. A. Farr; Cheadle, J. A. MacDonald; Lyatts, C. D. Scherer; and at the following stores: Carlsbad, H. M. Bonitz; Baintree, Mr. McLennan.

SHOWER FOR BRIDE-LECT

Complimenting Miss Phyllis Brown a bride-lect of this month, Mesdames Chas. and Fred Harvey and Mrs. Norman Scherer, were hostesses at a delightful miscellaneous shower held at the Harvey home, Friday afternoon of last week.

The charmingly blended color of lavender, yellow and white were used in effective arrangement in the living room and also on the Tea table, at which Mrs. Gladys Morgan and Mrs. Nilsson presided.

During the afternoon the guest of honor received many beautiful gifts presented in a miniature truck load of hay, drawn into the room by little Virginia Brown and Ross Harvey. Mrs. Bouscavin thanked the guests very graciously. A happy hour of sing song and music completed the afternoon. About 40 guests were present.

COMING EVENTS

EXTRA SPECIAL.— Strawberry Tea, Saturday, June 18th, in Sample Room of the King Edward Hotel, under auspices of the United Church Ladies Aid. A table of home cooked foods is also being arranged. Swell the crowds at Saturday's Strawberry Tea.

SPECIAL INDUCEMENT TO LADY GOLFERS.— Country ladies wishing to join the Strathmore Ladies' Golf Club will be welcomed. Special fee being \$3.00.

The regular meeting of the W. I. will be held at Mrs. Hinchliffe's home June 22nd, when the report of the Convention will be given.

The Cheadle Sports Club is sponsoring a dance Friday June 24th. Callery Music. A good time assured for all, one with the crowds.

June 23rd.—Illustrated Lecture in United Church. Subject: "China Strikes Back," "Germany Invades Austria," Very live topics of the day, all will want to hear.

Careland will observe the annual U. F. A. Sunday, June 19th as usual, by having a joint service at the Picnic grounds, Wyndham Park, at 3 p.m. Everybody invited.

ANNOUNCEMENT
Mrs. M. Marten announced the engagement of her elder daughter Mesdames Frances to Mr. Leslie R. Hand, younger son of Mr. R. Hand of Windsor. The marriage to take place in July.

—HENRY FORD FINDS PEACE AT SUBURBY, N. Y.—

—Courtesy Christian Science Monitor



TO LOOK AND FEEL COOL, YOU MUST FIRST BE COMFORTABLE



*Your
Figure's
not so bad*

**HARVEY
WOODS**
2-Piece SCANTS
come in cool, lightweight,
ribb, mesh and artificial
silk. We have all sizes.

It's just that you've never
seen yourself in our famous
"Circus" SCANTS. You'll
look trim, athletic, in Scants.
And, man, you'll have true
comfort all summer.

THOS. E. WRIGHT
"MEN'S BETTER WEAR"

Ask for it
by Name!

BLACK & WHITE
SCOTCH WHISKY

35 cc. \$3.50
40 cc. \$4.00
55 cc. \$5.20

This Advertisement is Not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

KING EDWARD HOTEL
WHERE EVERYONE FEELS AT HOME
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DR. D. C. HAWORTH
— DENTIST —
Strathmore Each Friday 11 a.m. to 9 p.m.
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Goods**

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SPORT GOODS

Strathmore Hardware

"The Store of Quality and Service"

M. A. BELLINGER, PHONE 54

Pot Pourri

When Susan's work was done, she'd
sit
With one fat suffering candle lit,
And window open wide to win
The sweet night air to entertain.
There with a thumb to keep her place,
She'd read, with stern and wrinkled
face,
Her idle eyes gliding very slow
Across the letters to and fro,
While waggled the guttering candle
flame
In the wind that through the window
came.
And sometimes in the silence she
Would mumble a sentence audibly,
Or shake her head as if to say,
"You silly souls, to act this way!"
And never a sound from night I'd hear,
Unless some far-off cock-crowed clear,
Or her old shuffling thumb should
turn
Another page; and rapt and stern,
Through her great glasses, bent on so,
She'd glance into reality;
And shake her round old silvery head,
With—"You!—I thought you was in
bed!"
Only to tilt her book again,
And rooted in romance remain.
("Old Susan"—Walter de la Mare).

FAIRPLAY

FAIRPLAY SILVER WEDDING
Honoring Mr and Mrs H. O. Peterson on the occasion of their 25th wedding anniversary about 100 friends, relatives and neighbors were pleasantly entertained at the home of Mr and Mrs E. L. Albertson on June 4th. During the evening several interesting contests were very much enjoyed and caused a lot of merriment among old and young alike. A mock wedding was staged and "Maggie" rolling pin was very much in evidence. Mr and Mrs Peterson were then escorted to the head table which was decorated with lilacs and lovely refreshments were served including sandwiches, cake and ice cream.
Mr C. W. Anderson in his usual pleasing manner, presented the guests of honor with a beautiful main lounge and end table. Mrs Peterson was also presented with a lovely bouquet of carnations. The bride's groom of 25 years replied, thanking their friends for the lovely gifts which were very much appreciated. Those attending from other parts were Mr and Mrs Sandy Gerard, Mr and Mrs Ed Holt, Kace Hill Valley, Mr George Peterson, Inuitat, Mr & Mrs Goodhue, Calgary, Mr and Mrs R. Oxtoby, Mr and Mrs M. Oxtoby, Inuitat, Mr and Mrs P. Attwood, Calgary.
At the close of a very pleasant evening all joined hands and sang "For They are Jolly Good Fellows," then left for home wishing Mr and Mrs Peterson many more years of wedded happiness.

HIGH CLASS JOB WORK—
BRING IT TO THE "STANDARD"

PETE DE KORT
Carpenter
STRATHMORE

HUB

**BILLIARD ROOM
BOWLING ALLEY
STRATHMORE**
Tobaccos and All
Smokers Necessaries.
R. HAMBLY, Prop.

PICOBAC
PIPE
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WINDSOR'S
601 - 11th Avenue West, Calgary
WE WILL PAY
the following prices f.o.b. Calgary.
Good until the next issue of this
paper.

EGGS—
Grade "A" Large 17c per dozen
Grade "A" Med. 15c per dozen
Grade "B" Large 15c per dozen
Grade "B" 12c per dozen
Grade "C" 10c per dozen
Also buyers of dressed poultry.

SCHOOL OF COMMUNITY LIFE

From June 28th to July 12th inclusive the Alberta School of Community Life will be held at the Old School of Agriculture. Its purpose is to assist in laying the foundations for studies which will enable Alberta people—particularly rural people—to do for themselves the sort of things which the people of Scandinavia have done and are doing for themselves. Alberta differs widely from Scandinavia, and the plan of the Alberta school is one adapted to our own conditions. We urge all Alberta farm people who are in a position to do so to attend this course at Olds. If you have not already enrolled for the course, write today for full particulars to Donald Cameron, M.Sc., Acting Director, Department of Extension, University of Alberta, Edmonton.

TRACK & FIELD MEET

GLEICHEN, JUNE 14, 1938

Continued from Last Week

CLASS D GIRLS—Continued.
Running High Jump—3' 10"—Mary Hildahl, Strathmore; Jack Boyka, Hussar; Glouch; Lela Hildahl, Glouch.
Running Broad Jump—12' 3"—Nellie McIride, Bassano; Mary Hussar, Berta Vale; Doris Koch, Strathmore.

Basketball Throw—24' 9"—Doris Koch, Strathmore; Betty McQueen, Glouch; Margaret Flanagan, Bassano.
CLASS E—BOYS—
Dash—11' 5"—Robert Hildahl, Glouch; Robert Treacy, Hussar; Murray Greenwood, Carleton Place.
Relay—19' 15"—Bassano; Hussar; Arrowood.

Running High Jump—4' 9"—Morris Miller, Arrowood; Robert Hildahl, Glouch; Jack Boyka, Hussar.
Running Broad Jump—12' 5"—G. Cathro, Bassano; Robert Treacy, Hussar; Murray Greenwood, Carleton Place.
12 lb. Shot Put—23' 4"—Murray Greenwood, Carleton Place; Harold House, Glouch; Robert Hildahl, Glouch.

Running Hop, Step and Jump—21' 10"—Graham Cathro, Bassano; Murray Greenwood, Carleton Place; Robert Treacy, Hussar.
Pole Vault—8"—Leslie Menard, Glouch; Paul Ostrom, Carleton Place; Dick Walsh, Bassano.
440 Yard Run—1' 2 3/4"—Robert Hildahl, Glouch; Jack Boyka, Hussar; Gerald McIride, Bassano.

CLASS F—GIRLS—
Dash—10"—Irene Pritchard, Strathmore; Ruth Hildahl, Glouch; Helen Way, Berta Vale.
Relay—11' 2 1/2"—Strathmore; Glouch; Rosemary.
Running High Jump—3' 8"—Irene Pritchard, Strathmore; Helen Way, Berta Vale; Rita Steves, Strathmore.

Running Broad Jump—12' 1"—Helen Way, Berta Vale; Rita Steves, Strathmore; Margaret Groves, Glouch.
Basketball Throw—66' 7"—Ruth Hildahl, Glouch; Ruth Rogers, Hussar; Alfred Gustafson, Hussar.

CLASS F—GIRLS—
Dash—12' 4 1/2"—Mary Downey, Glouch; Esther Hildahl, Glouch; Margaret Groves, Glouch.
Relay—11' 2 1/2"—Hussar; Glouch; Glouch.
Running High Jump—4' 6"—Ellen Standley, Carleton Place; Mary Downey, Glouch; Margaret Groves, Glouch.

Running Broad Jump—13' 10"—Margaret Groves, Glouch; Mae Jamieson, Carleton Place; Mary Downey, Glouch.
Basketball Throw—70' 1"—Margaret Groves, Glouch; Esther Hildahl, Glouch; Violet Bacon, Bassano.

Used Cars

1937 FORD DE LUXE SEDAN
1937 FORD DELUXE COACH
1937 FORD STANDARD COACH
1937 CHEVROLET SEDAN
1936 FORD STANDARD COACH
1935 FORD COUPE
1933 CHEVROLET SPECIAL COACH
1933 FORD DE LUXE SEDAN

Used Trucks

1936 CHEVROLET (Long Wheelbase)
1935 I. H. C. TRUCK (Long Wheelbase)
1931 FORD TRUCK (Short W'Base)
1928 FORD TRUCK (Short W'Base)
1927 I. H. C. S 26 TRUCK (Short W'Base)

Used Tractors

AND MACHINERY

30-35 ALLIS CHALMERS
(Used Three Seasons)
9-18 FORDSON TRACTOR
8 1/2 Foot Stiff Tooth CULTIVATOR
10 FOOT PACKER
4 SECTIONS LEVER HARROWS



**HUGHES
MOTORS**
STRATHMORE, ALTA.

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Superior Meat Market

FOR THE BEST QUALITY
Beef, Veal, Pork, Mutton, Fish & Poultry
AT MODERATE PRICES

O. H. CHRISTENSEN PHONE 74

DANCE

SATURDAY NIGHT, JUNE 18—9-12
MEMORIAL HALL, STRATHMORE

Jack Bremner's Orchestra — Adm. 25c

garet Groves, Glouch; Esther Hildahl, Glouch; Violet Bacon, Bassano.

Continued Next Week



**GOOD YEAR
TIRES**

SEE IT TODAY! PRICED TO SAVE YOU MONEY!

WHITE'S GARAGE
STRATHMORE PHONE 12



Look where you will, you'll find no tire value equal to "R-1"... the reason is simple... it costs you less than any other comparable tire... gives you greater mileage.

Business Enterprise Shown By :-: Hughes Motors :-:

We commend to our readers the initiative, the progressive outlook, and the faith in Strathmore and district, which has preceded the planning and building of the improved offices and workshops for Hughes Motors.

We are informed on good authority that no other small town in the province has a garage so commodious and well equipped.

The enlarged premises give proof of an assurance that the future development in cars, trucks, tractors etc. is going to increase, more and more, each year.

The commodious steam heated offices and workshops are a credit to the firm and to the town.

There are well lighted, conveniently arranged front offices.

Shower bath provided for employees will prove a boon on a warm summer day, or after a job more difficult than usual.

There improvements are cogs in the great wheel of progress and development in Canada, which is being evidenced in many ways, from Coast to Coast.

NOT A STUDENT

Auctioneer—What am I offered for this beautiful bust of Robert Burns?
Man in Crowd—That ain't Burns, that's Shakespeare.
Auctioneer—Well, folks, the joke's on me. That shows what I know about the Bible.



HUGHES MOTORS

WATCH THE FORDS GO BY

HUGHES MOTORS

IN STRATHMORE

July 15, 1928.—T. S. Hughes bought from J. Arnold, the business of the Ford Motor Company in Strathmore. The work has steadily grown with today the staff includes ten who are kept busy employed in the various departments.

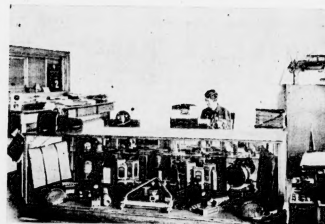
Close attention to business and good service receive satisfied customers is the keynote of this success.

FORD PREDICTS—Henry Ford returns from a Georgia vacation with an optimistic outlook. "A prosperous era is ahead for us," he declares. "It will come through a greater realization that all wealth comes from the soil." And he backs up his opinions with preparations for volume production of cheap tractors. We may not agree with Mr. Ford as to the primal source of abundance, but we'll not deny that wherever it is, we have to dig for it.

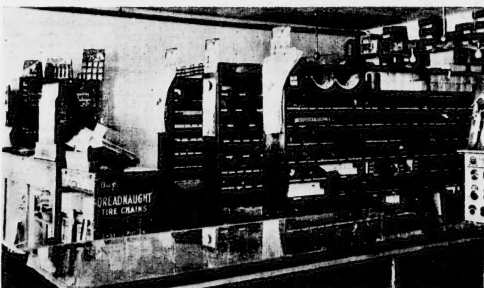
When the Family Buys a New Car.
Father's Question: "How many miles to a gallon?"
Mother's Question: "What color is the upholstery?"
Son's Question: "How fast will it go?"
Daughter's Question: "Has it a mirror?"
Neighbors' Question— "How can they afford it?"



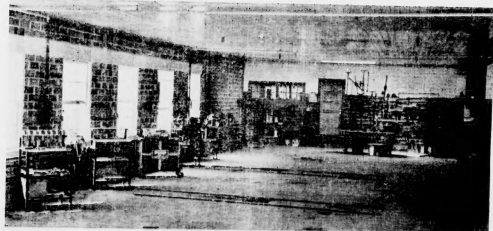
INTERNATIONAL STOCK ROOM



MAIN OFFICE



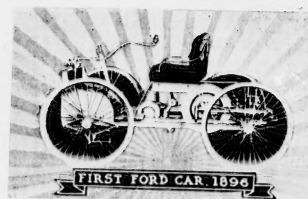
FORD STOCK ROOM



WORKSHOP INTERIOR



1928 MODEL FORD V8



FIRST FORD CAR 1896

DEVELOPMENT OF THE CHEVROLET COMPANY

The fact that the millium unit produced at the Oshawa plant of General Motors of Canada Limited happened to be a Chevrolet focused considerable attention upon this popular car which attained an enviable position in the Dominion.

The Canadian Chevrolet made its debut in 1915 and interwoven with its history are a number of interesting facts which are recalled by C. Mc Tavish, General Sales Manager, General Motors Products of Canada Ltd.

The name Chevrolet was the name of two racing drivers employed by the Buick Motor Company of Flint, which, up to 1914 manufactured cars in a plant about four miles from the location of the present Flint plant. Chevrolet plant. These drivers, Louis and Arthur Chevrolet, resigned and having had wide experience in building motor cars in France, decided to develop a new car of their own.

A sequence of interesting events linking the Chevrolet boys with W. C. Durant, is also recalled by Mr. Mc Tavish. Production at the Buick Motor Company at Flint had reached such proportions that it became necessary to abandon the original plant and open a new one. On the opposite side of the street to the abandoned plant was another building known as the Flint Wagon Works which manufactured farm wagons and other types of horse-drawn vehicles. The trend being toward gasoline motor type of transportation the latter company decided to develop a low-priced car, known as the Whiting. Lack of technical experience is said to have caused the failure of this venture.

Resigning as president of General Motors Corporation, W. C. Durant de-

veloped there was a field for a properly designed low price car. He improved the plants vacated by the Buick Motor Company and the Flint Wagon Works and induced Arthur Mason, superintendent of the Buick Motor Department, to take an interest in his new venture. Mason brought with him a staff of able assistants and Durand organized the Mason Motor Company to build motors and other parts for his new car.

Intimately acquainted with the Chevrolet boys, Mr. Mason then became interested in their activities. Their car design included a modern touch of European refinement which appealed to him and also to Arthur Mason. It was decided to adopt the Louis Chevrolet design with the Mason Motor Company doing the manufacturing. All these transactions which took place in 1911 eventually culminated in the formation of the Chevrolet Motor Company of Michigan and the first Chevrolet cars produced were the Baby Grand, a five-passenger touring car, and the Royal Mail, a two-passenger roadster model.

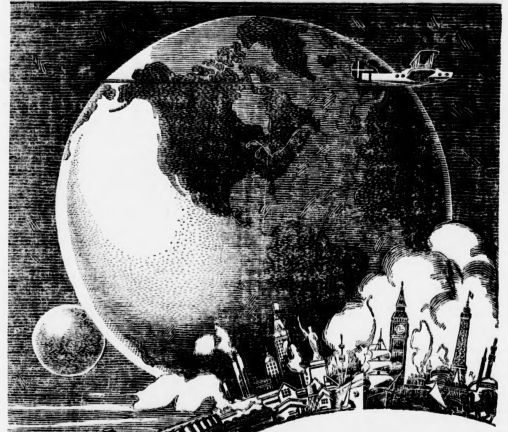
Meanwhile the trend toward the motor car was being manifested in Canada. As a consequence, in 1915, Mr. R. S. and Mr. G. W. McLaughlin who had been building McLaughlin cars sold the carriage business and negotiated with the Chevrolet Company. In November of 1915 after all arrangements had been completed, steps were taken to equip the old carriage plant at Oshawa to manufacture a complete line of Chevrolet cars in Canada.

The steadily increasing popularity of this car since that time reflects the wisdom of these early transactions.

Commenting upon the great change in price since the first Chevrolet was built, Mr. Mc Tavish remarked, "Early set prices were, in many instances, three or four times the price quoted for 1938 cars. At the same time, the modern car is so much better in every way that the difference amounts almost to a mechanical miracle. To those of us who have been in the industry for so many years, however, the transition has appeared gradual. Looking back we notice that the equipment of the first Chevrolets included 'top', windshield, speedometer, tire holder and lamps. Nowadays, we consider Chevrolet in terms of Turbos, tops, injection, hydraulic brakes, air-brake ventilation, all-steel, all-steel bodies and 52 horsepower engines. Chevrolet's high volume has permitted it to combine a maximum of working value with a minimum of cost to the motoring public."

Mr. Mc Tavish pointed out that the 1938 models reflect the same policy of leadership for they are completely new and include improvements that have been developed and tested for better performance and dependability. The old-time philosophy of utility has not been lost in the modern models, while the newer idea of beauty has been developed to the 1938 standard.

Referring to a book published in Germany which suggested Canada as a field for German immigration and penetration, Canon Scott of Montreal said in a luncheon address on Tuesday that Antifrost Island, at the mouth of the St. Lawrence, was of immense military importance and that it would be dangerous to Canada to allow it to pass into the hands of foreign nationals. He also deplored the ownership of islands along the B. C. coast by Japanese.



A COMPANY EVERY CANADIAN MAY WELL BE PROUD OF

From my beginnings on an Ontario farm ninety years ago, Massey-Harris has grown steadily, until now it is the largest maker of farm implements in the British Empire.

Keeping pace with and helping onward Canadian agriculture, it has also, since the Eighteen Eighties, spread out to most lands beyond the seas. Romance fills the years and experiences of the Company in its ventures abroad. A Canadian company with Canadian headquarters, it is today as solidly entrenched in the business of a score of other countries as it is in its native land.

Transacting business in 52 countries in addition to Canada, in the languages and currencies of these various countries is as fascinating as it is profitable. For while the exigencies of crops and conditions may vary the Company's fortune in these lands, yet it is a fact, that in the years from 1926 to 1935, because of this export business, Massey-Harris spent, in Canada \$14,000,000 more than the total revenue from its sales in Canada. Surely a valuable asset to our country and a Canadian achievement of which we may all be justly proud.

MASSEY-HARRIS COMPANY LIMITED
THE SUN NEVER SETS ON MASSEY-HARRIS ACTIVITIES

KOREK & MINER, LOCAL AGENTS

STRATHMORE

A USEFUL CLASS OF PEOPLE

A SMALL NUMBER of people might not come into occasional contact with the merchants in the towns and villages, but they are a very important and a very useful class of people.

A town is just as good as its merchants, other things being equal. So it is desirable that the merchants should always be on their collective toes ready to improve conditions.

This might also be an opportune place that the contribution of the merchants of Alberta to the development of the province, the primary power, without the extension of credit (overdone in only too many instances) this province could never have achieved the progress it has.

When the farmers have been hard pressed by poor crops and low prices, the country merchant suffered side by side with him.

And through ups and downs the country merchant readers read useful service and one that could not be readily dispensed with.

As a class the town and hamlet merchants set to few bouquets while alive and so with a sense of real appreciation, we pass this one along to the long-suffering storekeeper.

Both branches of this firm, whose products now are shipped to all corners of the world, had their origin in a very small, and unpretentious way on Ontario farms. The Massey Implement business built its first warehouse a very small one in Newmarket, Ontario, a pretty little town some 20 miles east of Toronto and situated on the Blue Lake Ontario. A few years later a fairly commodious brick house replaced the first, the demand for their implements having necessitated more building space. In 1879 the business was incorporated with a capital of £5000, with employment of about 120 men. In 1879 the Massey Company transferred their entire plant to Toronto, the output having

grown to such an extent that better transportation facilities were necessary. A practically parallel story of development applies to the Harris Company since they first started in Brantford, Ontario. In 1880 both firms were established with selling Agencies everywhere in Canada, and in many foreign countries. By 1880 the development of the business was all but complete. The story of the growth of the sell blaster is a striking one, not even the steam locomotive surpassing the harvester in popular interest, for harvesting is as old as travel.

At this period it was considered the best policy for these two firms to join forces in order to reduce cost of production, and therefore in 1891 the Massey-Harris Company came into being with headquarters at Toronto.

To the consumer the concrete result of the merger, was a substantial reduction in the prices of some of the machines, and new implements embracing the best features of both companies.

One of the most striking episodes in the history of the Massey business dates back to the sixties, when it is on record that Massey machines, made in Newcastle, Ontario, were shipped to, and sold in Germany.

The yearly output of the Massey-Harris Company, to capacity, is 275,000 complete machines. These products travel to 52 national markets. The firm manufactures over 1,000 types of machinery and implements.

The Company has a total capitalization of about 10 million dollars.

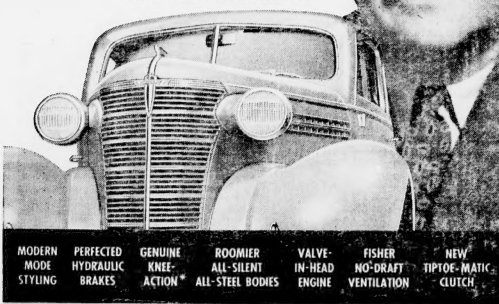
The firm's most elaborate product is the reaper-thresher, which cuts the grain, threshes, cleans and either puts it in sacks or loads it in grain wagons, all in one operation. Their simplest implement is the vehicle-jack, which contains eight parts.

Massey-Harris accounts are settled in more than fifty of the world's currencies, and rendered in forty languages. The Company's trade is now world-wide in the fullest sense. A glance in their shipping rooms will show goods being sent to the four corners of the earth.

YOUR CHEVROLET DEALER SAYS . .

"Come Take a Ride and Sell Yourself!"

Illustrated—Chevrolet Motor De Luxe Coach with trunk



MODERN MODE STYLING PERFECTED HYDRAULIC BRAKES GENUINE KNEE-ACTION* ROOMIER ALL-SILENT ALL-STEEL BODIES VALVE-IN-HEAD ENGINE FISHER NO-DRAFT VENTILATION NEW TIPOE-MATIC CLUTCH

WE know you'll believe your own eyes . . . your own feelings . . . your own comparisons . . .

That's why we're so eager to have you inspect and drive the new 1938 Chevrolet!

We know your eyes will tell you Chevrolet is more beautiful—your feelings will tell you it's safer, more spirited

and more comfortable—your comparisons will prove its superior quality and workmanship—and all of them will tell you, "It's the Best Chevrolet in Chevrolet history!"

So why not take the wheel—today! Drive Chevrolet once, and you'll want to drive it always! We have a car all ready for you.

* On Motor De Luxe Models.

WESTERN MADE FOR WESTERN TRADE



TUNE IN—BENJAMIN BAYNE, M.P. . . . Transatlantic Broadcast from London, England . . . Every Tuesday Evening over Canadian Broadcasting Corporation Network.

WHITE'S GARAGE STRATHMORE, ALBERTA
L. V. REISH ROCKYFORD, ALBERTA



OLD FARMERS

Old farmers meeting at the corner store talk of their crops, of happenings close at hand. Of lambing time and sowing and sowing time. The need of rain upon the seeded land.

There is a quietness about their talk. The peace of rain-wet meadows in their talk. The strength of fields in their quiet words. The patience of the little homing flock.

Forth from the good clean earth they bring their food. Fruit of their labour, symbols of their toil. There is the blessedness of work well done. The glowing healthy kinship of the soil.

And when they meet they talk of common things. The rising sap, the sound of birds in flight. They carry all the world in their strong hands. And lay them down to quiet sleep at night.

—Edna Jacques.

Congratulations Hughes Motors



The sign of a good dealer

The red-white-and-blue Imperial Oval Sign marks a good place to go when you need gasoline or other necessities for your car. The Imperial dealer sells quality gasoline because he knows that quality pays, that quality makes satisfied customers and that you can't get anywhere in business without

satisfied customers.

A dealer is known by the products he sells and the service he gives. The Imperial Oil dealer invites your custom by selling high quality goods and when you drive into his place of business he will try to serve you well—to treat you so that you will want to come back to him again and again.

IMPERIAL OIL LIMITED

J. W. ROBISON, LOCAL DEALER STRATHMORE

EXTEND HIGHWAY SIGNS IN ALBERTA

Proper signing of Alberta highways is to be extended this year, according to officials of the Edmonton branch of the Alberta Motor Association.

This need was given special attention last year by the Calgary branch of the A. M. A., which made a full report to the annual meeting of the organization last year the adoption of a proper standard sign, was discussed with the provincial Public Works Department.

Recently it was announced that the Edmonton branch has undertaken to place signs on the highways running north and south, east of the city to the Saskatchewan border, at the points where they intersect the east and west highway. Thus, visitors who wish to turn off at some point on the main highway to take a different route, will have no difficulty.

With the construction of new roads being extended and prospects of tourist business showing a material increase, both motor club and government officials apparently are alive to the necessity of having the highways properly marked.

THE SPORTS LEDGER

At Whittier Park a crowd of some 500 saw Alf G. Tarn's Velociter dominate the track handily to win the one mile and seventy yard Caledonian handicap. It was the fourth day that a Winnipeg horse started on their home turf.

Did you know that—In 1903 the first auto speed record was set at 68.19 miles per hour by Alexander Winton.

That in the same year Henry Ford made 91.37 miles per hour. That in 1910 Barney Oldfield crossed at 131.32 m.p.h.—In 1927 Malcolm Campbell raced along to a record of 174.88 m.p.h.—In the same year Sea-grave took this record from Campbell.

That in 1927 Captain George Byron made the present standing record of 311.42 m.p.h. or a land speed of over 5 miles per minute.

Did you know that Letty Gomez had turned professor to lecture on the why and whereof of baseball in the Works of Progress Administration for Adult Education in New York?



WHEAT

GOLD IS MY CORONAL, GOLDEN MY HAIR,
YELLOW AND GOLDEN THE ROBES THAT I WEAR,
DAUGHTER AM I, OF THE SNOWS AND THE HEAT,
RING OUT A CHEER FOR ME! I AM THE WHEAT!

NINE ARE THE PRAIRIES, THE BROWN EARTH IS NINE;
MONARCH AND HUSBANDMAN KNEEL AT MY SHRINE;
MERCHANT AND WARRIOR BOW AT MY FEET;
RING OUT A CHEER FOR ME! I AM THE WHEAT!

PRaise TO THE MOUNTAINS, STARK AND SO HIGH
PRaise TO THE RIVERS, PRaise TO BLUE SKY
PRaise TO THE FLOW'ERS DAINTY AND SWEET
QUEEN OF THEM ALL AM I, I AM THE WHEAT.

—J. M. W.



If you have sown a seed grain plot on your farm the approved advice of the Crop Testing Plan as to its care is available at Alberta Pacific Elevators.

THE ALBERTA PACIFIC GRAIN CO., LTD.

BEST WISHES TO OUR BUSINESS
ASSOCIATES WHO HAVE SEEN FIT
TO EXTEND THEIR OPERATIONS.

Van Tighem Agencies

STRATHMORE

ALBERTA

The Edmonton Grads retained the Women's basketball crown by defeating the Cleveland Fiber Foods 61-15 in the last of 5 titles.

Charlie Grimm, veteran baseballer, doesn't think there are enough lights in baseball today. Says Charlie "It shows a little bit of spirit to see the

players tangle with one another now and again.

The two leading pitchers of the University of Chicago's baseball team are Paul Ammonson who stands 6 ft seven inches and Bobby Burke who stands only 5 ft. 4 inches. Some contrast for a batter to face.

FOR MORE THAN ONE HUNDRED YEARS, SINCE JOHN DEERE BUILT THE FIRST STEEL PLOW IN 1837, THE NAME "JOHN DEERE" HAS STOOD FOR QUALITY FARM IMPLEMENTS. TODAY, AS IN ALL THE YEARS GONE BY, THE NAME "JOHN DEERE" ON ANY IMPLEMENT IS YOUR GUARANTEE OF THE FINEST QUALITY IN DESIGN, WORKMANSHIP AND MATERIALS.

THIS YEAR, WE ARE PROUD TO INTRODUCE TWO MORE CHAMPIONS IN THE JOHN DEERE LINE.

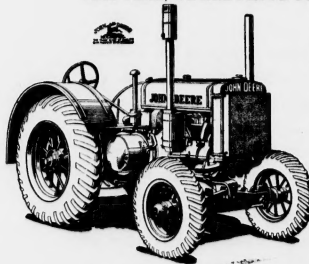
FOR MANY YEARS JOHN DEERE 2-CYLINDER TRACTORS HAVE BEEN FAMOUS FOR THEIR

ECONOMY

DEPENDABILITY

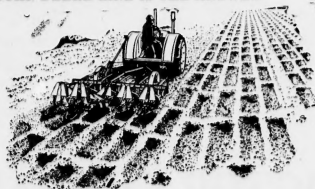
and SIMPLICITY.

THEY HAVE BEEN BUILT TO GIVE THEIR OWNERS BETTER SERVICE FOR A LONGER TIME AT LOWER COST. SO IT IS NATURAL THAT THE MODEL "D" FOR 1938 IS ONCE AGAIN REGARDED AS THE MEASURING STICK OF FARM TRACTOR VALUE.



THE NEWEST MEMBER IN THE TO THE PROBLEM OF MOISTURE CONSERVATION IN THE SEMI-ARID DISTRICTS. THE JOHN DEERE DAMMING LISTER IS NEW AND DIFFERENT, BUT IT IS THOROUGHLY FIELD PROVEN. EVERY FARMER SHOULD OBTAIN FIRST HAND INFORMATION ABOUT THIS MACHINE, FOR IT IS VITAL TO SUCCESSFUL FARMING IN MANY AREAS. HERE, AGAIN, JOHN DEERE LEADERSHIP CAN NOT BE DISPUTED.

JOHN DEERE LINE IS THE ANSWER



JOHN DEERE PLOW COMPANY, LIMITED CALGARY

W. J. WEYERS

LOCAL AGENT

STRATHMORE

—CONGRATULATIONS— HUGHES MOTORS

On the occasion of the opening of your splendid new garage in which you can render the last word in Automotive Service to car owners of Strathmore and vicinity, FIRESTONE extends congratulations and best wishes for the future.

FIRESTONE TIRE PRICES REDUCED

Here's your opportunity to get Firestone Tires at bargain prices, for effective today, Firestone Standard, Sentinel and Truck Tires and Tubes are greatly reduced in price. These new low prices are subject to change without notice—take advantage of them to equip your car today with safe, new Firestone Tires and save money. See your local Firestone Dealer now.



Tires for Every
Purse

No matter what you can afford for tires, first go to your local Firestone Dealer. He has Firestone Tires in every price class to suit your purse. Every tire bears the Firestone name and guarantee—your assurance of long mileage, extra safety and dependable, care-free service. See the nearest Firestone Dealer today.

Firestone
MOST MILES PER DOLLAR

FORD MOTOR COMPANY OF CANADA, LIMITED

With the commencement of the Board, Mr. William H. Campbell-Windor who has been connected with the Ford industry in Canada since 1905 was Vice-President of the company from 1922 and became President in 1929.

After successfully getting into actual production in 1905, the Canadian Ford company gradually began its steady expansion which in the relatively short space of 34 years has established it in a predominant manufacturing position in the Canadian Automobile Industry. In 1906, ninety-nine units were produced. The following year, 1907, was marked by the financial difficulties experienced throughout the world, nevertheless 227 units were produced and the number of employees reached seventy. Several new machines were installed in the plant in 1908 and production in that year was 224 units.

The year 1909 marked another milestone in the progress of Ford of Canada. It was the year that the world-famous Model T Ford was launched after two years of exhaustive tests. The little, fast becoming automobile conquering a demand which far exceeded the supply. New machines were constantly added to the plant equipment; additions were continued to the factory as needed and the floor space grew from 4,800 square feet to 51,000 square feet. Service organizations throughout Canada and distribution centres in Toronto, Montreal and Winnipeg were established. The automobile industry now reached the status of a major manufacturing business.

The capitalization of the company was increased in 1912 from \$125,000 to \$1,000,000 and the original Ontario

charter was changed to a Dominion charter. Lands were purchased and an extensive building program was undertaken. Expansion plans also included the provision of additional distribution centres for Ford cars throughout the Dominion and exportations were made to further large scale production. There were 565 employees.

The growth of Ford Motor Company of Canada Limited at this period was so rapid that it is difficult to describe in detail, changes following closely upon each other. Through all the advances fundamental Ford policies were strictly adhered to, such as concentration on one basic design; the increasing search for better materials and better methods of production and the manufacture of interchangeable parts in large quantities. Establishment of relatively high minimum wage rates combined with excellent working conditions was one of the contributing factors to the success of the enterprise.

By 1916 the capitalization had increased to \$7,000,000. The production of cars reached a new high of 50,000 in one year and the opening of large scale production was definitely established. The plant then extended over many acres in Windsor and was equipped with the most efficient machinery and production equipment obtainable. During the ensuing years the progress of the company continued steadily. The Canadian content of the cars manufactured, represented by the expenditure for materials, labour and services in Canada was increased both in the aggregate amount spent and the per unit expenditure, and Canadian sources of raw material and parts were being utilized more extensively as production grew. By 1923 total assets were more than \$25,000,000.

From 1926 to 1934 operations were influenced by several major factors,

at first while had an important bearing on the company's activities. Late in 1927 a complete change was made in the Ford product and the Model "T" car, which had been in production for 19 years was replaced with a distinctly new type of vehicle. This was the most complete and revolutionary change that the Ford industries had made up to that time. The cost of the changeover ran into millions of dollars. The worldwide economic crisis and depression which ran its course from late 1929 to the end of 1933 naturally influenced the normal progress of the company and production in the years 1931-1932 was only about one-third of the previous three years.

In 1934 there was a decided improvement, particularly in production for export. From 1934 until the end of 1937 the company has progressed steadily and in 1938 a further expansion programme calling for the expenditure of \$8,000,000 in Canada on plants and equipment was begun and at the end of 1937 was practically completed. The already large manufacturing plant at Windsor, Ontario, was increased by the construction of a body manufacturing plant which provided an additional 57,000 square feet of production space. The power plant was completely re-equipmented by the installation of new type high pressure turbo-generators of British manufacture, and new high pressure boilers. The power plant has the largest capacity of any private plant in Canada. In addition new buildings are being constructed at Vancouver, British Columbia and Saint John, New Brunswick. The manufacturing facilities of the Canadian Ford Plant have now reached a point where it is possible to produce in the neighborhood of 100,000 units annually.

During this period of growth and expansion the company has played an important part in industrial employment in Canada. Producing, as it does,

almost half the automotive units manufactured in Canada, Ford Motor Company of Canada, Limited, gives employment to a proportionately large percentage of the wage earners who are employed directly or indirectly in the industry. It is estimated that approximately 40,000 Canadian workers are connected directly and indirectly with the manufacture of automobiles in the Dominion. Employment in the Ford industry in Canada has at times been higher than 70,000, including men at work in the various Ford branches throughout the country. Many more find work in the factories supplying the company with materials and parts for original equipment and in other employment dependent on the motor industry. For every dollar that the Ford Motor Company of Canada, Limited, pays in wages in Ford plants, two dollars are paid to other concerns in Canada for supplies and services. In the period from 1901 to 1936 Ford paid \$165,158,812 in direct wages and salaries throughout Canada and paid \$285,577,392 to other Canadian organizations for materials, services, transportation, duties and taxes.

Production in the Canadian Ford plant is devoted entirely to the manufacture of motor vehicles for domestic and export markets and to the production of parts for these cars, trucks and commercial cars. After the plant changeover in 1927, Ford of Canada manufactured the Model "A" Ford cars and trucks powered with the new four cylinder engine. In 1932 another important advance was made when the first V8 model was introduced. The company again pioneered by bringing an eight cylinder engine to the low-price automobile field. Manufacture of the Ford V8 combined with new models offered the public each year. In November 1937 two new passenger car models for 1938 were introduced—the standard and

the deluxe V8 cars, both of which remain in the low price field.

The full line of motor vehicles now being produced includes 11 different types of passenger cars—three standard models and eight deluxe models; 1 1/2 and 2 tons trucks in two wheel base lengths and available with either standard or deluxe equipment; commercial cars in four body types, and as a chassis on which special bodies may be built. All of these vehicles are manufactured in the Windsor plant of the Ford Motor Company of Canada largely from Canadian materials, labor and supplies. Some parts which cannot be economically produced in Canada are imported but Canadian labor and materials used are well above the percentage set by Canadian government regulations, which after March 31, 1938 is required to be at least 65 per cent. Canadian and/or Empire content.

In addition Ford of Canada also acts as Canadian distributor of Lincoln and Lincoln Zephyr motor cars manufactured in Detroit by the Ford Motor Company. Distribution of all Ford products in Canada is made through the extensive Ford of Canada organization in the Dominion. Seven branches are maintained at Saint John, New Brunswick; Montreal, Quebec; Toronto, Ontario; Winnipeg, Manitoba; Regina, Saskatchewan; Calgary, Alberta and Vancouver, British Columbia. Assembly plants are operated at Toronto, Winnipeg and Vancouver. Ford dealers are located in every important city and town in Canada.

Dramatic—"I wish I could think of a big strong situation that would fill the audience with tears." Theatre Manager—"I'm looking for one that will fill the tiers with audience."

FOR BETTER SERVICE TO FORD OWNERS

We congratulate Hughes Motors on the occupation of their new premises. To the men whose loyal work and earnest effort have made it possible, we say: "Well done."

The new facilities available will make it possible for them to give better service to Ford owners. Everything has been planned and arranged to help you get the greatest possible use from your car at a minimum of trouble and expense.

The newest equipment has been installed and mechanics have been trained in schools conducted by the

Ford Motor Company of Canada, Limited. When replacements are necessary, the parts used are identical in size and quality with those from which your car was originally assembled. The charge for these parts is low, in accordance with the Ford policy, and labor on ordinary maintenance operations is billed at a standard flat rate.

No matter what the job—large or small—you will find Hughes Motors equipped to handle it for you promptly, at a fair price, and in an intelligent, business-like manner.

FORD MOTOR COMPANY OF CANADA LIMITED

The evolution of this export business led to the establishment of affiliated companies in other Africa, Asia, Latin America, India, and New Zealand. Originally shipments to territories consisted of complete vehicles which were marketed through distributors, but owing to the necessity for permanent distribution facilities and for the provision of comprehensive and uniform service to purchasers together with customs regulations in some countries, it became necessary to establish direct representation in these markets. Shipments now consist primarily of unassembled materials, and final operations of assembly, and in some countries a considerable amount of local manufacturing, are performed in the importing country. The first of the overseas affiliated companies to be incorporated was Ford Motor Company of South Africa, Limited, in 1925, whose assembling plant is located at Port Elizabeth, South Africa. In 1925, Ford Motor Company of Australia (Pty) Limited was organized in Australia, with assembly plants at Geelong, Sydney, Brisbane, Adelaide and Perth, Australia. Also a manufacturing affiliate, Ford Manufacturing Company of Australia (Pty) Limited, at Geelong, Australia to provide for manufacturing activities. The incorporation of Ford Motor Company of India, Limited, took place in 1926. The Company is situated at Bombay, India, with branches at Calcutta and Madras, India and Colombo, Ceylon. Ford Motor Company of Malaya, Limited, was incorporated at Singapore in 1926. Finally in 1926 Ford Motor Company of New Zealand, Limited, was incorporated with a plant near Wellington, New Zealand.

The balance of export territory supplied by Ford Motor Company of Canada, Limited, consisting principally of Rhodesia, the British territories of East and West Africa, Newfoundland and others is supplied with complete vehicles shipped from Canada and marketed through distributors.

Ford Motor Company of Canada, Limited, was the first Ford enterprise to be organized outside the United States. It was incorporated the year after Mr. Henry Ford had launched the Ford Motor Company in Detroit, Michigan in 1905. Canadian operations were started in a small way. The production plant was a small building formerly used as a Wagon Works. At first the Canadian plant merely assembled automobiles from parts manufactured in Detroit. In the first year of production in Canada, 1905, the small handful of Ford employees turned out a total of 117 units, a very creditable figure in those days when all but a few men considered the automobile impractical. From this small beginning has grown the present Ford Motor Company of Canada, Limited, which in 1937 produced 33,298 units for the Canadian market, and 35,226 for its export markets.

Mr. Henry Ford took an active interest in the Canadian company in its early days and served as president for a number of years. At the present time Mr. Edsel Ford is Chairman of

Plan security through

SUN LIFE OF CANADA

WELL-PAID SAVINGS
FAMOUS INVESTMENT

HEAD OFFICE-MONTREAL

L. C. VAN TIGHEM

Local Agent
STRATHMORE

For The Best In—
Beef, Pork, Lamb, Veal, Fish and Poultry
—At Lowest Prices—

Roberts Meat Market

PHONE 25 STRATHMORE

The Sign of Satisfaction—

BAWLF

Reliability - Experience - Courtesy

Without exception you can count on every Bawlf agent to give you the benefit of expert service in marketing your goods.

By the Load... Car Load Lots... or Consignment

N. BAWLF GRAIN COMPANY LIMITED

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YOUR ROLL DEVELOPED AND
EIGHT HIGHEST QUALITY
PRINTS FOR 35c

ORDERS RETURNED SAME DAY

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ENCLOSE 35 CENTS

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ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

ONWARD, EVER ONWARD

The Standard presents to its readers this special number which tells of the splendid progress and development in every branch of industry herein described. We hope and believe you will find it a very interesting issue.

It is a far cry from the cave dwellers, and their primitive method of existence, to the comfort and luxury of our modes of travel in 1938; and the relief unpeakable, from the back-breaking conditions of garnering our wheat harvests with the sickle, scythe, cradle and hand-bound sheaves, to the modern method of harvesting by the tractor and the combine.

In rejoicing in the luxury of the car, one turns with a lingering farewell to the many faithful and spirited old Dobbies, who have shown on occasion a devotion and an intelligence well-nigh human.

But as a means of travel he has given place to the motor car. We welcome the distance-eliminating, provincialism-banishing, education-promoting, comfortably heated, radio-equipped, safety features provided of the modern car. Behind all these achievements has been the untiring energy and persevering thought of man. Man, whom Shakespeare described as "the noblest work of God."

It is not necessary to mention step by step this amazing development; that is covered in the various stories of the firms represented. Suffice it to say that in later years particularly progress has been exceedingly rapid, new devices following on new device with surprising rapidity.

Both agriculture and travel facilities have engaged the thought of man from the earliest beginning of mechanical equipment to the present high standard of development.

We feature in this issue the firms represented in these industries in Strathmore.

These improvements are cogs in the great wheel of progress and development in Canada which is everywhere being evidenced in many ways, from coast to coast.

WHAT? NO BANK?

We would like the citizens of Strathmore and district to picture trying to do business with no bank in Strathmore. How about payment for your cream, eggs, grain, cattle and hog? The bank materially facilitates these simple operations, and many more. It would also mean the loss of considerable business to Strathmore. In these days of the 20th century people are asking more services not less. The bank is a service for which we pay—but is it the only one?

What about our churches, our schools, our newspaper, our light and power, our telephone our legal, medical our highways etc. etc. etc.

TURNER VALLEY OIL!

Proration? Importing from other countries? Why?

CARSELAND

Don't forget the Carseland Sports Day, Friday, June 17th. Big dance in the evening.

Mr. and Mrs. Phil Dick are receiving congratulations on the birth of a son.

Mr. and Mrs. Stinson and Miss Christensen of North Dakota are visiting with the former's brother Mr. and Mrs. E. Stinson.

Mrs. J. Spaulke of Calgary spent last week with her parents Mr. and Mrs. C. Cole.

The members of the United Church Board from Didsbury, Mossleigh and Carseland with their wives and husbands had a very nice supper meeting at the parsonage last Tuesday evening later adjourning to the church where Rev. Teller, Dr. Powell and Mr. Harkness of Calgary spoke on Missions and their purpose.

Mr. and Mrs. Watson, Mrs. Johnston and Mrs. R. E. Hoover spent last week visiting friends in Camrose and Edmonton.

Mid-Month Specials

LARD—	
10 LB. PAILS PURE LARD	\$1.60
5 LB. PAILS PURE LARD	83c
3 LB. PAILS PURE LARD	50c
FRY'S PURE COCOA, 1 lb. Tins	38c
FRY'S PURE COCOA, half lb. tins	21c
NASH'S COFFEE, in Gem Sealers	40c
AYLMER ALL CANADIAN SOUP—	
VEGETABLE, MUSHROOM, CELERY	
TOMATO—3 tins	25c
Blue Ribbon JELLY POWDER, 6 for	25c
RED ROSE COFFEE, 1 lb. tins	35c
4 LB. Tins PURE PLUM JAM	39c
HEINZ TOMATO CATSUP	21c

GET YOUR STRAWBERRIES NOW!

Price is Reasonable—Quality A1

Nash's JUBILEE
TODAY'S BEST
TEA VALUE
55c lb.

Today's Best Coffee Value
Just Natural Flavor
35c lb.

STRATHMORE TRADING COMPANY

A. D. SHREMPTON, MGR.
STRATHMORE ALBERTA

WE CONGRATULATE HUGHES MOTORS

on opening one of the finest and most up to date
garages in the province of Alberta.
The well equipped and commodious work room
will be an asset to this community
for many years.

ALL BUILDING MATERIALS USED IN THE
CONSTRUCTION OF THIS BUILDING
WERE SUPPLIED BY

THE
Crown Lumber Company, Ltd.

STRATHMORE, ALBERTA. PHONE 26

H. MCGREGOR, LOCAL MANAGER

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Classified Advertising, per issue 35c
Three issues for \$1.00
Reading Notices, Coming Events 50c
Cards of Thanks, In Memoriam Notices, etc
per issue 50c
Display Advertising Rates on Application.

LOST—BLACK COLT, NINE
Months old, white star in forehead,
no brand. Finder please phone
R1615 Strathmore.

USED CAR BARGAINS
1933 Chevrolet Master Sedan.
1934 Maple Leaf 2 Ton Truck.
1928 Chevrolet Coach.
WHITE'S GARAGE, STRATHMORE

WANTED—A FEW HEAD OF CAT-
tle to pasture. Good site fence
and an abundance of Spring water.
J. E. Dillabaugh, Nanaimo. June 16

IN MEMORIAM

In loving memory of Mr. George
Thomas Berry who passed away at
his home, June 14th, 1937,
in life loved and honored
In death remembered.
Affectionately inserted by his chil-
dren, Hugh, Gladys and Billy.

Church Notes

UNITED CHURCH OF CANADA
Rev. V. M. Gilbert, B.A., B. D.
Minister
Strathmore, Alberta.

Sunday, June 19, 1938
Nanaimo—
11:30 a.m.—Worship.
Chualar—
2:45 p.m.—Worship.
Strathmore—
10 a.m.—Worship and Junior Con-
gregation.
Subject—"The Worth of Worship."
11 a.m.—Church School.
7:30 p.m.—Worship.
Subject—"The Bible and the Eng-
lish People." The Session are present-
ing all who attend this service a
small memento of the occasion.
Pianist and Choir Leader—
Miss E. Hirtle, Graduate Mount
Allison Conservatory.

ST. MICHAEL'S AND ALL ANGELS
CHURCH

Incumbent—
Rev. Geo. W. Lang, B. A. Lth.
June 19th, First Sunday after Trinity
The 46th Anniversary of the Royal
Injunction to set up in Parish
Churches a copy of the English Bible.
10 a.m.—Sunday School.
11 a.m.—Holy Communion and
Sermon.
Subject—"The Bible in the Home."
7:30 p.m.—Evening Service and Sermon.
Subject—"If there were no Bible."

SACRED HEART CHURCH
STRATHMORE

STRATHMORE—
Mass every Sunday 10:30 a.m. ex-
cepting first Sunday of the month,
when Mass will be at 10 a.m.
CARISLELAND—
First Sunday of the Month, Mass
at 11 a.m.
REV. FATHER CORMAN, Pastor.

FRATERNAL

CANADIAN LEGION, B. E. S. L.
Strathmore Branch, No. 10



President J. B. WATSON
Sec. Treas. W. S. PATTERSON
Hlth. Manager JAMES SWANNON
Meetings held the Second Tuesday
of each month. All eligible welcome
as members.

RISDON'S MACHINE SHOP

Machine Work And Welding

PHONE

COAL FROM CONSUMERS' MINE

Delivered per Ton at \$4.25

TRUCKING OF ALL KINDS

Cream Route Tuesday and Friday

Phone 5. NORMAN TAYLOR

builder on the enlarged Ford garage,
the plumbing was put in by A. Fraser,
and the electric wiring done by local
electricians.

LOCAL MEN EMPLOYED

M. S. Hirtle was the contractor and

"MEN AT WORK!"

The most cheerful sign on the road

"MEN AT WORK" is an encouraging, cheerful
sign upon the highway.

It is the happiest sign on the business highway too.
Business enterprise, making wise use of banking
service, is the mainspring of employment.

The contractor responsible for that "Men at Work"
sign gets the job of building that stretch of highway
by being the lowest responsible tenderer.

Not always does he have the ready money to buy all the
materials, pay wages and build it out of his own resources.
He goes to the bank and, having assets and a good reputation,
he receives the advances as he may need.

He orders materials, sets men
to work, As the job proceeds,
engineers' certificates enable him
to collect from those with whom
he contracted, and the work
goes on.

The highway finished, the
bank is repaid. Such repayments
enable the bank to supply credit
to other responsible borrowers.
A manufacturer gets a large
order, with an early time limit
for delivery. With only a hand-
dred men, his factory cannot
turn out the articles within the
time required. With more men
he can do it—but he lacks
sufficient cash.

Operating his factory, as a
going concern, with a profitable
order and having a reputation
for integrity, he asks the bank
to lend him what he needs to
pay wages.

The bank makes him a loan.
He takes on more men. They
operating his factory, as a
going concern, with a profitable
order and having a reputation
for integrity, he asks the bank
to lend him what he needs to
pay wages.

How does a bank make these
advances—where does the
money come from?

Banks, having branches
throughout Canada, mobilize
the surplus funds of millions of
depositors, large and small, and,
based upon them, make credit
available throughout the coun-
try as may be required.

Millions of little sums represent
the toil, production and
lifeline savings of Canadians—
your fellow-citizens.

Safeguarding these deposits is
the bank's first care.

Deposits of \$1,000 or less—
most of them much less—are
owned by 3,770,000 out of
Canada's 4,084,000 savings de-
positors. The total of all bank
savings deposits in Canada is
nearly \$1,581,000,000; the aver-
age savings deposit in a bank
is only \$337.

Wisely safeguarded by Cana-
da's chartered banks these de-
posits furnish credit that keeps
"men at work" when used by
Canadian business and industry
—producing new realizable

wealth from Canada's great re-
sources. The country and all its
people benefit.

In the field of business de-
posits, out of an average of
600,000 "current" accounts,
\$76,000 amount to \$1,000 or
less.

Savings deposits are, primari-
ly, the basis on which banks can
make loans.

Only the confidence of the
people and their willingness to
leave their money on deposit,
enable a bank to lend money
and—at small profit—margin to
itself—serve the community.

We have mentioned the con-
tractor and the manufacturer.
The same process stimulates
employment throughout the
whole fabric of production, in-
dustry and commerce.

Loans to agriculture and for
marketing agricultural products
totalled in 1937, \$88,294,000—
9.0 per cent of all ordinary bank
loans shown on the return to the
Minister of Finance, October
31st, 1937.

Of this sum \$57,490,000 went
to farmers, cattlemen and fruit
raisers and \$30,804,000 to grain
dealers, seed merchants and
grain exporters.

Other bank loans went to
multiplicities and school dis-
tricts; wholesalers, retailers,
manufacturers of and dealers in
lumber, pulp and other forest
products; fishermen; fish pack-
ers and curers; public utilities
including transportation com-
panies; stockbrokers and bond
dealers; provincial govern-
ments; mining men; churches,
parishes, hospitals and charities
and religious institutions.

Canada's chartered banks de-
fend and protect the safety of
the funds of depositors—the
millions of thrifty souls we have
described, whose life-savings
they entrust to their banks.

No Canadian depositor, even
through the world-shaking
events of recent years, has had
to fear for the safety of a single
dollar lodged with Canada's
chartered banks.

The funds of depositors are
their own—not a reservoir from
which everybody may draw at
will for any and every new fi-
nancial experiment.

THE CHARTERED BANKS OF CANADA

Your local branch bank manager will be glad to talk bank-
ing with you. He will be glad to answer your questions,
from the standpoint of his own experience. The next article
in this series will appear in this newspaper. Watch for it.

A FOURTH CENTENARY

(Continued from Page One)
the Hellenistic Greek; it carries more
associations; there are chords of sym-
pathy within us which the Greek ton-
gue will not readily vibrate but
which respond in an instant to the
simpler and bolder speech of the gen-
erations that made the Reformation.

Dr. T. R. Glover,
"Our celebrations this year are not
only of the Bible but much are of the
open Bible—And so the translator
gave us the Bible in our mother
tongue. They opened it and opened it at
a great cost—Tindale, Coverdale,
Fifth, Rogers—these whose names
are most intimately associated with
our English Bible—all died at the
block."

But, those Port-
Churches in both city and country
are holding special services on Sun-
day, then on Monday, June 20th,
there will be a mass meeting in the
Pavilion, Victoria Park Calgary. In
Strathmore, the Sunday evening wor-
ship will centre around the event and
a small memento will be given to
all who attend service in the United
Church.

HIRTLE'S THEATRE

FRIDAY & SATURDAY
JUNE 17th and 18th
Dorothy Lamour, in
JUNGLE LOVE

WEDNESDAY, JUNE 22nd
BACK IN CIRCULATION
An excellent Comedy, starring
Joan Blondell, Pat O'Brien.

FRIDAY & SATURDAY
JUNE 24 and 25
A SLIGHT CASE OF MURDER
by Edward G. Robinson.

NEWS AND COMEDY

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28
S. LIBIN, Manager

STRAWBERRIES

Are at their best
right now. The pick
will be over by next
week.

2 Baskets 23c
Case \$2.49

SUGAR

10 lbs 65c
20 lbs \$1.29
100 lbs \$6.35

TEA

Nabob,
1 lb pkg. 53c

COFFEE

Nabob—
1 lb tin 40c

COFFEE

Red Rose,
1 lb tin 35c

JAM

Plum, Pure—
4 lb tin 40c
Strawberry, pure
4 lb tin 55c
Peach, Pure
4 lb tin 48c

GINGER SNAPS

2 lbs 25c

SODAS

Wooden Box 35c

SYRUP—Rogers—

Size 5 tin 42c
Size 10 tin 79c

SALMON

2 Tall Tins 25c
6 tall tins 69c

MILK

Tall tin 10c
12 tins for \$1.15

FLOUR

Five Roses—
98 lbs \$3.85
49 lbs \$2.00

ROBIN HOOD

98 lbs \$3.95
49 lbs \$2.05

FLOUR

Sunburst—
98 lbs \$3.35
49 lbs \$1.75

SHREDDED WHEAT

2 Pkgs 23c

CORN FLAKES

3 for 25c

CERTO

Per Bottle 28c

METAL RINGS

Dozen 25c

GLASS TOPS

Dozen 25c

FRUIT AND

VEGETABLES

STRAWBERRIES

2 Boxes 23c
Case \$2.49

BANANAS

2 lbs for 25c

TOMATOES

Hot House
1 lb 15c

HEAD LETTUCE

Large Size,
Each 10c

CUCUMBERS

Large Size,
Each 15c

RHUBARB

8 lbs 25c

ORANGES

Dozen 23c
Dozen 28c
Dozen 35c